

# **THE EFFECT OF CUSTOMER ORIENTATION IN DETERMINING THE MARKET SHARE ANALYSIS STUDY FOR A SAMPLE OF ADMINISTRATORS FROM MECHANICAL INDUSTRIES IN BABYLON GOVERNORATE**

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## **ABSTRACT**

Industrial sector occupies a prominent position in the plans of economical and social development for both advanced and developing countries. This is because of the strategic role of the industrial sector in enhancing growth rates, encouraging competitions, and providing services to fulfill the needs of customers. The rapid changes were took place in the world represented by globalization, openness to others, removal of boundaries, organizational change, and the intense competition between companies to take over markets and customers. These are real challenges for business organizations and for the administrators of these organizations. These challenges forced a new reality that needs to be dealt with, in order to avoid failure, potential risks keep growing and achieve goals. All these made most organizations take care of the customers and this eventually lead to gaining profits.

And increase market share. If we assumed the competitiveness of organization means about its ability to increase its market share and preserve it, the orientation towards customers will give the possibility for the institutions, and the decision makers to achieve the biggest market share.

This study examines the relationship and the effect between customer orientation in affecting the market share in the State Company for Mechanical Industries in Babylon governorate / Iraq. A sample of administrators is chosen randomly for achieving the objectives of the study.

The most important findings of this study are the important role of customer orientation, and the importance of customer orientation in achieving the objectives of the organization like having the biggest market share. These objectives achieved by the statistical results reached by the researcher.

**KEYWORDS:** Effect of Customer Orientation in Determining